



AWESOME INVENTIONS!

“Don’t you think a stereo cassette player that you can listen to while walking around is a good idea?” So asked the chairman of **Sony** in the late 1970s to his staff. Is it ever! The chairman, a great lover of **opera**, had previously commissioned a bespoke portable music player for his frequent trans-continental flights, and although crude by today’s standards, it helped sparked the question above about a consumer model. After a rapid development program, the first **Sony Walkman** went on sale *on this very day* in 1979. Sales were sluggish at first, but eventually took off, climbing to around **385 million** in various incarnations through 2009.

Over two decades before the **Apple iPod** was introduced, the **Walkman** created the concept of being plugged in “while walking around.” Too bad for Sony that the chairman didn’t ask *“Don’t you think a music/communication/computer device that you can use while walking around is a good idea?”*

QUOTE OF THE DAY

*“But one thing we all must heed,
Sony Walkmans keep us walking,
De La Soul can help you breathe,
when you tread water”*

—De La Soul